

## CLAIMS

No claims are amended by this Response. For the convenience of the Examiner, the pending claims are included below:

1. (Previously Presented) A method for identifying as being helpful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the method comprising:  
displaying product/service reviews from the database on a client display connected to the database over the network;  
providing an interactive element associated with each of the displayed reviews on the client display, which when clicked by a user, indicates that the user has found a displayed review associated with a product/service helpful in determining whether or not to purchase or use the product/service;  
receiving at the database an indication that the user has clicked the interactive element, and incrementing a count of a stored number of indications for the review (1) in response to the indication and (2) if the stored number of indications does not exceed one indication for the review from the user; and  
displaying the count of the stored number of indications for the review on the client display together with the review;  
sending an error to the user if the interactive element is clicked more than once by the user for the review;  
sorting the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order; and  
recurrently tallying the number of indications and re-sorting the reviews for a subsequent display.
- 2.-6. (Canceled)

- 
7. (Previously Presented) The method of claim 1, further comprising:  
compiling a list of reviewers including names of those reviewers who have received a  
highest number of indications for their product/service reviews; and  
displaying the list of reviewers on the client display.
8. (Canceled)
9. (Previously Presented) A system for identifying as being helpful or otherwise valuable  
product/service reviews in a database coupled to a distributed communication network, the  
system comprising:  
a first computer coupled to the database over the network, the first computer having a  
display to display product/service reviews from the database,  
provide an interactive element associated with each of the displayed reviews,  
which when clicked by a user, indicates that the user has found a displayed  
review associated with a product/service helpful in determining whether or  
not to purchase or use the product/service, and  
display a count of the stored number of indications for the review together with  
the review; and  
a second computer coupled to the first computer, the second computer to receive an  
indication that the user has clicked the interactive element, and to increment a  
count of the stored number of indications for the review (1) in response to the  
indication and (2) if the stored number of indications does not exceed one  
indication for the review from the user and  
wherein the second computer is further to send an error to the first computer if the  
interactive element is clicked more than once by the user for the review, wherein  
the first computer is utilized to display the error to the user; and  
wherein the second computer is further to sort the reviews in ascending or descending  
order as a function of the number of indications tallied for each review,  
sequentially display the reviews in the sorted order on the first computer, and

recurrently tally the number of indications and re-sort the reviews for subsequent display on the first computer.

10. (Canceled)

11. (Previously Presented) The system of claim 9, wherein the second computer is further to compile a list of reviewers including names of those reviewers who have received a highest number of indications for their product/service reviews, and to provide the list of reviewers to the first computer.

12. (Previously Presented) The system of claim 11, wherein the first computer is further to display the list of reviewers.

13. (Canceled)

14. (Previously Presented) A machine-readable medium having stored thereon data representing sets of instructions for identifying as being useful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the sets of instructions which, when executed by a machine, cause the machine to:

display product/service reviews from the database on a client display connected to the database over the network;

provide an interactive element associated with each of the displayed reviews on the client display, which when clicked by a user, indicates that the user has found a displayed review associated with a product/service helpful in determining whether or not to purchase or use the product/service;

receive at the database an indication that the user has clicked the interactive element, and incrementing a count of a stored number of indications for the review (1) in response to the indication and (2) if the stored number of indications does not exceed one indication for the review from the user;

display the count of the number of indications for the review on the client display together with the review; and

wherein the sets of instructions which, when executed by the machine, further cause the machine to sort the reviews in ascending or descending order as a function of the number of indications tallied for each review, sequentially display the reviews in the sorted order and recurrently tally the number of indications and re-sort the reviews for a subsequent display.

15. (Canceled)

16. (Previously Presented) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to:

compile a list of reviewers including names of those reviewers who have received a highest number of indications for their product/service reviews; and display the list of reviewers on the client display.

17. (Canceled)